



Virtual Summit: How to Spend It: A Digital Investment Plan for Europe

21 OCTOBER 2020, 14:00-16:00 CET

Speaker Bios

Host and Moderator:

► Cecilia Bonefeld-Dahl Director-General, DIGITALEUROPE



Cecilia is a member of the Stakeholder Cybersecurity Certification Group of ENISA (the European Union Agency for Cybersecurity) and of NATO's high-level Advisory Group for Emerging and Disruptive Technologies, as well as a board member of the European Commission's Digital Skills and Jobs Coalition and the European Parliament-led European Internet Forum.

Formerly, Cecilia Bonefeld-Dahl was a member of the European Commission's High Level Expert Group on Artificial Intelligence, and of the High-level Strategy Group on Industrial Technologies in charge of identifying Key Enabling Technologies.

She was an Executive Board Member of the Royal Danish Export Council and Chair of the Export Grant Committee under the Danish Foreign Ministry. She also served as Executive Board member in DIGITALEUROPE, and as a member of the association's high level Digital Advisory Council.

Cecilia Bonefeld-Dahl has served as Board Member of the Danish Chamber of Commerce and was President of the Board of the Danish ICT association (ITB), where she led the development of policy positions on issues such as business digitalisation, ICT security, disruptive business models, telecoms and education.

Cecilia Bonefeld-Dahl has more than 25 years of experience in the ICT industry. She previously held international positions at IBM and Oracle as well as with SMEs, building businesses across Europe and China and founding the cloud provider GlobeIT. She has deep insights into the digitalisation of business and society and the data-driven economy, and is regularly invited to deliver keynote speeches on these issues at high-level events across the world.

Speakers:

▶▶ **Hilary Mine**

President of DIGITALEUROPE and Vice-President at Nokia



Based in Netherlands, Ms Mine leads Customer Operations for Nokia in eleven countries across Nordics, Baltics, and Benelux. She and her teams lead sales, business management, delivery and operations across the region. In addition, Ms Mine serves on the Executive Board of Digital Europe as President.

Prior to her current role, Ms Mine was based in Silicon Valley, and ran Nokia's Global Network Transformation practice. She has also run Alcatel-Lucent's global Consulting Services business, and the full regional business of Alcatel-Lucent in North Asia and Australasia/Oceania which included sales and delivery of large transformation and managed services projects, and well as being Managing Director of both Australia and New Zealand.

Before joining Alcatel, Ms Mine was a much cited and published analyst and consultant working across the IT and telecom industries. She has worked in the communications and IT field for more than 25 years, during which time she has held senior executive roles with Nokia, Alcatel-Lucent, Technicolor and Probe Research, and has lived and worked extensively in Asia Pacific and Europe, as well as North America.

Ms Mine holds an MBA from San Francisco State University and a BA in Economics from Reed College. She has one daughter, and enjoys cooking, yoga, running, hiking, and travel.

▶▶ **Pedro Siza Vieira**

Minister of State, Economy and the Digital Transition, Portugal



Pedro Siza Vieira was born on 14 July 1964. He has read Law in the Law School of the University of Lisbon (1987).

Pedro Siza Vieira was teaching assistant at the Law School of the University of Lisbon, assistant professor at Universidade Autónoma de Lisboa and visiting professor at Universidade Católica Portuguesa and Universidade Nova de Lisboa.

He was also a lecturer in post-graduate studies and courses promoted by several institutions, including Universidade Nova de Lisboa, Oporto Law School of

Universidade Católica Portuguesa, and Law School of Coimbra University, in subjects such as public procurement, administrative litigation, arbitration, banking law, project finance and insolvency.

As a lawyer, he was a partner at Morais Leitão, J. Galvão Teles e Associados, Sociedade de Advogados and a partner at Linklaters LLP between 2002 and October 2017, and as served as the Managing Partner of the firm's Lisbon office between 2006 and 2016.

He was in the arbitrations panel of the Centre for Commercial Arbitration of the Portuguese Chamber of Commerce and Industry, the Commercial Arbitration Institute of the Oporto Commercial Association, Concórdia (Conciliation, Conflicts Mediation and Arbitration Centre), the Mediation and Arbitration Centre of the Portuguese Chamber of Commerce in Brazil and CREL (Extrajudicial Dispute Resolution Centre of the Ministry of Justice and Human Rights of Angola).

He was a member of the board of directors of the Portuguese Association of Law Firms and president of the Portuguese Arbitration Association.

Pedro Siza Vieira has been a member of several working groups for the elaboration of legislative proposals, including the Law of Urban Planning and Building, the Civil Liability of the State and Other Public Bodies and the Portuguese Arbitration Law.

He was a member of the High Counsel of the Administrative and Fiscal Courts and member of the Executive Committee of the Task Force for the Capitalization of Companies.

Pedro Siza Vieira was Minister Assistant to the Prime-Minister from October 2017 to October 2018; Minister Assistant to the Prime-Minister and for the Economy of the Portuguese Government until October 2019; and is currently Minister of State, Economy and Digital Transition.

►► **Margarete Schramböck** **Federal Minister for the Economy and Digitalisation, Austria**



Margarete Schramböck was born 1970 in Tyrol, Austria. She studied Business Administration at the University of Economics and Business in Vienna (WU), where she obtained her Doctorate in Social and Economic Sciences in 1997.

Before Ms Schramböck started her career in 2002 as CEO of NextiraOne, an IT communications company based in Paris, she was occupying a management position at Alcatel. From December 2008 to December 2011 she became Managing Director of NextiraOne Germany. In 2014 Ms Schramböck began working as CEO of Dimension Data Austria, which is a globally leading provider of network and communications technologies and IT services, in particular in the fields of network and computer

centres, cloud services, IT security, voice and video communications as well as application integration. Between 2016 and 2017 she was CEO of A1 Telekom Austria.

On 18 December 2017 Margarete Schramböck was appointed Federal Minister of Science, Research and Economy and from 8 January 2018 to 3 June 2019 she was Federal Minister for Digital and Economic Affairs.

Ms Schramböck remains deeply attached to her Alma Mater and is a member of the WU's Center of Excellence. In 2017 she was elected both Tyrolean of the Year and University of Economics and Business in Vienna WU Manager of 2017.

Margarete was a Member of the National Council from 23 October 2019 to 7 January 2020.

Margarete Schramböck was appointed as Federal Minister for Digital and Economic Affairs on 7 January 2020.

►► **Frédéric Bernard** **Head of Cabinet and Sherpa to the President of the European Council, Charles Michel**



Prior to his current role, Mr Bernard was diplomatic Advisor to the Belgian Prime Minister.

Belgian Diplomat, he has more than 13 years of experience in European Affairs, as Foreign Affairs Coordinator and Advisor at the Belgium Permanent Representation to the European Union and at the Ministry of Foreign Affairs in Brussels.

►► **Eva Maydell**
Member of the European Parliament, EPP



Eva Maydell (née Paunova) is a Member of the European Parliament (EPP Group/GERB) and President of European Movement International, the largest organisation of associations and civil societies in Europe.

Maydell's priorities focus on enhancing skills-creation and the use of innovation and technologies, supporting entrepreneurs and investments in Europe. In the European Parliament, she is a member of the Committee on Industry, Research and Energy as well as the Committee on Economic and Monetary Affairs. She is a member of the Delegation for relations with Japan as well as the Delegation for

relations with the US.

Eva Maydell is among the most active members of the EP. Currently, she is EPP rapporteur on the Data Strategy. She was the main Parliament rapporteur on the Regulation on charges on cross-border payments as well as worked on several legislative files, part of the Digital Single Market Strategy – the e-Privacy Regulation, the Directive for the supply of digital content, the Regulation on portability, Digitising European industry and the European cloud initiative. She was also rapporteur for the EPP Group on the implementation of the European Fund for Strategic Investments, the New Skills Agenda and the Influence of technology on the future of the financial sector (FinTech).

Eva has been awarded the European Parliament's MEP of the Year Award twice. She has also been included in FT's own 'New Europe 100' ranking of CEE's emerging change-makers, European Forbes' 30 Under 30 list and others.

►► **Anthony Whelan**
Digital Advisor, Cabinet of President Ursula von der Leyen, European Commission



Anthony Whelan currently works as digital policy adviser in the cabinet (private office) of European Commission President von der Leyen.

He was previously the Director for Electronic Communications Networks & Services at the European Commission since 2013, designing and negotiating EU initiatives on topics such as net neutrality, roaming reform, the revision of the telecoms regulatory framework, and the financing of advanced broadband networks.

A barrister, he has lectured and researched in public law at Trinity College Dublin and has worked as a lawyer at the European Court of Justice and in the Legal Service of the European Commission. Between 2008 and 2013, he was head of the cabinet of EU Commissioner Neelie Kroes in the competition and digital agenda portfolios.

►► **Anja Monrad**

Chair of Digital Skills and Jobs Coalition; Senior VP & General Manager CEE, Dell Technologies and DIGITALEUROPE Executive Board Member



Anja Monrad leads the Dell Technologies Central & Eastern Europe region, covering 32 countries. Having joined Dell as Marketing Director for the Nordic countries in 2000, Anja has since pursued an international career within Dell holding various regional and global roles. She has overseen Dell's total CEE business since 2013.

Before joining Dell, Anja worked in Sales and Marketing at Unisys, Compaq and Digital.

Anja oversees Dell Technologies' entrepreneurship initiatives for Europe, the Middle East and Africa. She is an ardent promoter of female entrepreneurship and has been recognized among the top inspiring women in the Nordic tech

scene.

Anja has for many years been member of the Danish IT association board and is currently Chairman at the IT association's Steering committee for Female IT Executives. Furthermore, she is the board member at Digital Europe and appointed by the European commission as the Chairman for the Governing Board of the Digital Skills and Jobs coalition.

She holds a Business Administration & International Marketing degree from Copenhagen Business School. A Polish national, but lives in Copenhagen, Denmark.

►► **Ulf Pehrsson**

Vice President and Head of Government & Industry Relations, Ericsson and DIGITALEUROPE Executive Board Member



Mr. Ulf Pehrsson is responsible for Telecom, Regulatory & Trade Policy at Ericsson.

Leveraging over thirty years of experience in government and telecommunication, Mr. Pehrsson is the architect of the company's strategic focus on developing strong ties to Governments and Regulators around the world.

Prior to joining Ericsson, Mr. Pehrsson served as the Deputy Director-General, Swedish Ministry for Foreign Affairs (MFA), Director, Ministry for Industry and Trade working primarily in the trade policy, trade & investment promotion and EU Single Market fields as well as represented the Swedish government at various

embassies around the world.

Currently Mr. Pehrsson is on the board of a number of organizations such as the Swedish Foreign Trade Association (Chairman), DigitalEurope, the Swedish IT and Telecom Industries, the International Council of Swedish Industry - NIR, the Stockholm China Economic Research Institute - SCERI and the Swedish Program for ICT in Developing Regions (Chairman). He is also Vice-chair of the Trade & Investment Commission of the International Chamber of Commerce - ICC, and Chair of the Digital Economy Policy Committee as well as the Trade & Investment Policy Committee of ICC Sweden.